

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Trade Lead System - The First Success in Thailand

Report Categories:

ATO ACTIVITIES reports

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Report Highlights:

FAS/Bangkok has facilitated the first Trade Lead System (TLS) success in Thailand Gourmet One Food Service, one of the major food service and retail importers in Thailand, purchased Alaskan King Crab and Southern Red King Crab valued of \$51,500 through the TLS in September 2010.

Trade Lead System - Successful Tool Generating more Sales for U.S. Exporters

Post has in recent years received over fifty trade leads annually from local importers and trade partners who are sourcing new U.S. products. Prior to the introduction of the Trade Lead System (TLS) in July 2010, the channels for Post to get a list of U.S. suppliers included the existing on-line database “U.S. Supplier List” available at the FAS web site, trade lead submissions through State Regional Trade Groups (SRTGs) and cooperators, and self search by Post from available U.S. exporter directories.

Our “U.S. Suppliers Lists” database has always provided appropriate contacts. However, the local importer has had to contact these suppliers individually and it has been a tedious task for them to reach individual suppliers and introduce them to their companies. In addition, it is often difficult for the U.S. exporter to prove the credibility and reliability of the importer. However using TLS, the exporter can be sure that the importer they are dealing with is trustworthy as Post staff are part of the conversation between the importer and exporter.

The first success for TLS in Thailand came after post submitted a seafood request to TLS, the Thai importer, Gourmet One, received replies from three U.S. seafood suppliers, Nova Fisheries eventually shipped an order of Alaskan King Crab and Southern Red King Crab valued at \$51,500 to Gourmet One.

A Seattle-Washington based seafood exporter, Nova Fisheries Inc offers a wide range of U.S. seafood products including frozen seafood in commodity form as well as cut and portion controlled seafood. Mr. Bob Simon is the company’s General Manager. Gourmet One is one of the major food service and retail importers in Thailand and has been in food import business since 2004. The company currently imports products from the United States, France, Holland and Australia and is carrying a wide range of imported food products such as caviar, oyster, foie gras, live seafood, chilled meat, vegetable, fruit, and chocolate. As the company is aggressively looking to expand their product lines to serve the rapid growth of both their food service and retail business, Post expects to see the future sales of U.S. seafood from Nova Fisheries to this importer to reach \$150,000 per year.

Promoting the System and Next Steps

Post plans to fully utilize the TLS system to supplement traditional trade lead submissions. We plan to actively promote TLS to the importers and include TLS service in the Post homepage and publications distributed to the importers. Post plans to also promote TLS service in the upcoming “Agent Show” in Phuket and at the “Food Ingredient Asia Show” in Bangkok next year. A TLS publication will be prepared and FAS/Bangkok will visit importers individually to introduce the benefits of the new system.